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10/642,902	08/19/2003	Daniel Mark Abraham		3195

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on *8/19/2003*.
2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) *3-22* is/are pending in the application.
    4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) *3-22* is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.
10) ☒ The drawing(s) filed on *8/19/2003* is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    a) ☐ All   b) ☐ Some *   c) ☐ None of:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____.
      3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date *6/10/2005*.

4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____ .

DETAILED ACTION

1.   The following is a non-final, first office action on the merits. The Examiner

acknowledges receipt of the preliminary amendment dated June 10, 2005. Claims 1 and

2 have been cancelled, newly added claims 3-22 are currently pending and have been

considered below.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
>
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
>
> the prior art are such that the subject matter as a whole would have been obvious at the time the
>
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
>
> Patentability shall not be negatived by the manner in which the invention was made.

3.   Claims 3-6, 9,12-16, 18, 21, and 22 are rejected under 35 U.S.C. 103(a) as being

unpatentable over Sheddan et al. (2002/0194088), in view of De Lapa et al. (5,822,735).

As per claim 3, Sheddan et al. discloses an electronic process which allows

printable coupons to be provided online through a Website for fundraising by (See page

2, paragraph [0024], which discusses a school selling coupon books to raise funds,

page 3, paragraph [0035] discusses server 112 executing web server software, and

page 4, paragraph [0041] discusses a printer for printing the coupons books 320 (FIG.

3)) by a non-profit organization, a charity organization, or a school, the process

comprising the steps of:

displaying to a Supporter, incentives for consumer goods of Sponsors identified

for a selected Cause (See page3, paragraph [0038], which discusses the participant

being able to view the coupons available in their region);

However, Sheddan et al. fails to explicitly disclose:

printing a coupon with a household ID number of a selected incentive, selected

by said Supporter;

identifying the selected Cause via the household ID number associated said

printed coupon; and

generating a revenue share shared with the selected Cause and the Website,

after redemption of said printed coupon wherein that portion of the revenue share

generated for the selected Cause is fundraising revenue.

De Lapa et al. teaches focused coupon system having means for

printing a coupon with a household ID number of a selected incentive (See column 3,

lines 41-43, which discusses coupons are printed bearing a machine readable code

including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to print a coupon with a

household ID number of a selected incentive as taught by De Lapa et al. in order to

reduce or track fraudulent usage of coupons.

De Lapa et al. further teaches focused coupon system having means for

identifying the selected Cause via the household ID number associated said printed

coupon (See column 3, lines 41-43, which discusses coupons are printed bearing a

machine readable code including a coupon identification number and a user number,

Column 20, lines 5-6 discuss the coupons providing donations to a specified charity).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include identification of the

selected Cause via the household ID number associated said printed coupon as taught

by DeLapa et al. in order to make donations to specific Causes and Charities.

Also, De Lapa et al. further teaches focused coupon system having means for

generating a revenue share shared with the selected Cause and the Website, after

redemption of said printed coupon wherein that portion of the revenue share generated

for the selected Cause is fundraising revenue (See Column 20, lines 5-6 discusses the

coupons providing donations to a specified charity if a particular product is purchased).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include the step of; prior to

the generating step, redeeming the printed coupon as taught by DeLapa et al. in order

to an additional means for donating to the Cause or charity.

As per claim 4, Sheddan discloses the elements of the claimed invention, but

fails to explicitly disclose the steps of: logging into a database the household ID number

of the printed coupon.

De Lapa et al. teaches focused coupon system having means for

logging into a database the household ID number of the printed coupon (See claim 16,

which discusses establishing a computer-based master database having a multitude of

user records, each assigned to a particular user and including at least one attribute of

the user; generating from said master database a set of discount coupons. Column 3,
lines 41-43, which discusses coupons are printed bearing a machine readable code
including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at
the time the invention was made to modify Sheddan et al. to include logging into a
database the household ID number of the printed coupon as taught by DeLapa et al. in
order to ensure backup records and to promote the adequate tracking of coupons.

As per claim 5, Sheddan discloses the steps of: tracking redemption
activity of said printed coupon via household ID number with respect to the Supporter,
the selected Cause and the Sponsor (See page 3, paragraph [0033], which discusses
ordering data 818 and table related to who placed the order, user information such as
name and system log on ID, name of school or merchant) wherein the step of
generating the revenue share is in response to the redemption activity tracking (See
Page 1, paragraph [0006], which discusses schools selling coupon books and keeping
the profits for their fundraising efforts and merchants offering coupons that are
redeemable for discounts of merchandise or services).

However, Sheddan et al. fails to explicitly disclose tracking redemption
activity of said printed coupon via household ID number.

DeLapa et al. teaches focused coupon system having means for
tracking redemption activity of said printed coupon via household ID number (See
column 4, lines 55-64, which discusses each coupon is encoded with a
machine readable code which identifies the coupon I.D. and an I.D. number of

the household of the consumer, or coupon club member, for whom the coupons are

selected. When the member redeems the coupon at 19, the machine readable code

is read at a point-of-sale terminal and is applied to a Product Look-up table

(PLU) in order to ascertain the coupon I.D. and, hence, the product and

discount value associated with that coupon in order to give the consumer the

discount).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include tracking

redemption activity of said printed coupon via household ID number as taught by

DeLapa et al. in order to prevent fraudulent usage of the coupons.

As per claim 6, Sheddan discloses the elements of the claimed invention, but

fails to explicitly disclose the step of; prior to the generating step, redeeming the printed

coupon.

De Lapa et al. teaches focused coupon system having means for

the step of; prior to the generating step, redeeming the printed coupon (See Column 20,

lines 5-6 discusses the coupons providing donations to a specified charity if a particular

product is purchased).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include the step of; prior to

the generating step, redeeming the printed coupon as taught by DeLapa et al. in order

to an additional means for donating to the Cause or charity.

As per claim 9, Sheddan et al. discloses maintaining in a database information

and reporting regarding all departments, incentives or remuneration, links, Supporter

accounts and redemption information on the printed coupons (See page 3, paragraph

[0034], which discusses database 802 containing information on the coupons, and

[0033] FIG. 8 data collection and storage areas 812 user data, 814 coupon data, 816

merchandise data, 818 ordering data).

As per claims 12, Sheddan et al. discloses the step of;

receiving from the Sponsor redemption revenue reimbursement for the Website

(See page 5, paragraph [0137], which discusses the retailer (Website) redeeming the

coupon and presenting it to the manufacturer (The Sponsor) to collect its charges for

handling the transaction).

As per claim 13, Sheddan et al. discloses an electronic process which

allows printable coupons to be provided online through a Website for fundraising by

Causes (See page 1, paragraph [0007], which discusses schools selling coupon books

to raise funds, page 3, paragraph [0035] discusses server 112 executing web server

software, and page 4, paragraph [0041] discusses a printer for printing the coupons

books 320 (FIG. 3)) by a non-profit organization, a charity organization, or a school, the

process comprising the steps of:

(a) displaying online, to a Supporter, incentives for consumer goods of Sponsors

identified for a selected Cause (See page 1, paragraph [0021], which discusses server

112 running web server software over the internet 122, page 3, paragraph [0038], which

discusses the participant being able to view coupons specific to their region);

(c) tracking redemption activity of said printed coupon (See page 3, paragraph

[0033], which discusses ordering data 818 and table related to who placed the order,

user information such as name and system log on ID, name of school or merchant);

(d) in response to step (c.), generating a revenue share shared with the selected

Cause and the Website, wherein that portion of the revenue share generated for the

selected Cause is fundraising revenue (See Page 1, paragraph [0006], which discusses

schools selling coupon books and keeping the profits for their fundraising efforts and

merchants offering coupons that are redeemable for discounts of merchandise or

services); and

(e) repeating steps (a) – (d) for a plurality of Supporters (See page 2, paragraph

[0025], which discusses the steps for the participant (Supporter) to order coupons).

However, Sheddan et al. fails to explicitly disclose (b) printing a coupon with an

indigenous tracking code of a selected incentive, selected by said Supporter.

De Lapa et al. teaches focused coupon system having means for

printing a coupon with an indigenous tracking code of a selected incentive (See column

3, lines 41-43, which discusses coupons are printed bearing a machine readable code

including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to print a coupon with an

indigenous tracking code of a selected incentive as taught by De Lapa et al. in order to

reduce or track fraudulent usage of coupons

    As per claim 14, Sheddan et al. discloses (g) identifying in

the database the Supporter, the selected Cause and the Sponsor on the printed coupon

(See page 3, paragraphs [0033], which discusses FIG. 8 and database 802 and four

data collection components 812, 814, 816, and 818. User (Supporter) data 812 contains

user information such as name and system log on ID and password, name of school

(The selected Cause) or merchant (Sponsor). The coupon data component 814 stores

the coupon information).

    However, Sheddan fails to explicitly disclose the step of:

(f) logging into a database the household ID number of the printed coupon.

    De Lapa et al. teaches focused coupon system having means for

logging into a database the household ID number of said indigenous tracking code of

the printed coupon (See claim 16, which discusses establishing a computer-based

master database having a multitude of user records, each assigned to a particular user

and including at least one attribute of the user; generating from said master database a

set of discount coupons. Column 3, lines 41-43, which discusses coupons are printed

bearing a machine readable code including a coupon identification number and a user

number).

    Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include logging into a

database the household ID number of the printed coupon as taught by DeLapa et al. in

order to ensure backup records and to promote the adequate tracking of coupons.

As per claim 15, Sheddan et al. discloses the step of;

tracking via said household ID number with respect to the Supporter, the selected

Cause, and the Sponsor. (See page 3, paragraph [0033], which discusses coupon data

component 814 and its tables for storing coupon information, and ordering data

component 818 and its tables related to who placed the order (Supporter), user

information such as name and system log on ID, name of school (selected Cause) or

merchant (Sponsor)).

As per claim 16, Sheddan et al. discloses the step of;

prior to the tracking step, redeeming the printed coupon (See Page 1, paragraph

[0006], which discusses schools selling coupon books and keeping the profits for their

fundraising efforts).

As per claim 18, Sheddan et al. discloses maintaining in a database information

and reporting regarding all departments, incentives or remuneration, links, Supporter

accounts and redemption information on the printed coupons (See page 3, paragraph

[0034], which discusses database 802 containing information on the coupons, and

[0033] FIG. 8 data collection and storage areas 812 user data (merchant/Sponsor

information), 814 coupon data (incentives), 816 merchandise data , 818 ordering data

(coupons and merchandise ordered)).

As per claim 21, Sheddan et al. discloses the limitations of claim 13

and the step of (f) repeating steps (a) – (e) for said Causes (See page 1, paragraph

[0007], which discusses the appeal of the invention to a plurality of schools).

However, Sheddan et al. fails to explicitly disclose (b) printing a coupon with an

indigenous tracking code of a selected incentive, selected by said Supporter.

De Lapa et al. teaches focused coupon system having means for

printing a coupon with an indigenous tracking code of a selected incentive (See column

3, lines 41-43, which discusses coupons are printed bearing a machine readable code

including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to print a coupon with an

indigenous tracking code of a selected incentive as taught by De Lapa et al. in order to

reduce or track fraudulent usage of coupons.

As per claim 22, Sheddan et al. discloses the step of;

receiving from the Sponsor redemption revenue reimbursement for the Website (See

page 5, paragraph [0137], which discusses the retailer (Website) redeeming the coupon

and presenting it to the manufacturer (The Sponsor) to collect its charges for handling

the transaction).

4.   Claims 7, 8, and 17 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Sheddan et al. (2002/0194088), and DeLapa et al. (5,822,735), and Narayan et al.

(2002/0138348), and further in view of Humble (US 4,949,256).

    As per claim 7, The Sheddan et al. and DeLapa et al. combination discloses the

elements of the claimed invention, but fails to explicitly disclose the redeeming step

includes: processing the coupon by a redemption facility wherein said redemption

facility process includes:

        receiving from a retailer the redeemed coupon;

        identifying the Sponsor associated the redeemed coupon; and

        generating duplicate redemption files, wherein a first redemption file is for the

Sponsor and a second redemption file is for the Website.

        Narayan et al. teaches an electronic coupon system having means for:

        processing the coupon by a redemption facility (See page 5, paragraph [0137],

which discusses the redemption facility being a retail merchant) wherein said

redemption facility process includes:

        receiving from a retailer the redeemed coupon (See page 5, paragraph [0137],

which discusses the retailer redeeming the coupon and presenting it to the

manufacturer to collect its charges for handling the transaction);

        identifying the Sponsor associated the redeemed coupon (See page 5,

paragraph [0137], which discusses the first issuer of the coupon as the ultimate

redeemer of the coupon).

        Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al.

combination to include coupon redemption as taught by Narayan et al. in order to

compensate the Website and other retailers.

The Sheddan et al., DeLapa et al. and Narayan et al. combination as modified

above discloses the elements of the claimed invention, but fails to explicitly disclose:

generating duplicate redemption files, wherein a first redemption file is for the Sponsor

and a second redemption file is for the Website.

Humble teaches a coupon validation network with storage of customer coupon

data for credit on future purchases having duplication redemption files, wherein a first

redemption file is for the Sponsor and a second redemption file is for the Website (See

the Abstract, which discusses a first file for all redeemable encoded coupons issued

by all manufacturers (Sponsor) participating in the network, and a second file for all

coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al., and DeLapa et al. and

Narayan et al. combination to include duplicate redemption files as taught by Humble in

order to provide accurate records for compensating the Website and for keeping the

Sponsors informed of product sales via coupon usage.

As per claim 8, Sheddan et al. discloses the step of;

sending redemption reimbursement from the Sponsor for the redemption facility

(See page 5, paragraph [0137], which discusses the retailer (redemption facility)

redeeming the coupon and presenting it to the manufacturer (The Sponsor) to collect its

charges for handling the transaction).

As per claim 17, The Sheddan et al. and De Lapa et al combination discloses

the elements of the claimed invention, but fails to explicitly disclose the redeeming step

includes: processing the coupon by a redemption facility wherein said redemption

facility process includes:

(i) receiving from a retailer the redeemed coupon;

(ii) identifying the Sponsor associated the redeemed coupon; and

(iii) generating duplicate redemption files, wherein a first redemption file is for the

Sponsor and a second redemption file is for the Website.

Narayan et al. teaches an electronic coupon system having means for:

processing the coupon by a redemption facility (See page 5, paragraph [0137], which

discusses the redemption facility being a retail merchant) wherein said redemption

facility process includes:

(i) receiving from a retailer the redeemed coupon (See page 5, paragraph [0137],

which discusses the retailer redeeming the coupon and presenting it to the

manufacturer to collect its charges for handling the transaction);

(ii) identifying the Sponsor associated the redeemed coupon (See page 5,

paragraph [0137], which discusses the first issuer of the coupon as the ultimate

redeemer of the coupon).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al.

combination to include coupon redemption as taught by Narayan et al. in order to

compensate the Website and other retailers.

The Sheddan et al., De Lapa et al. and Narayan et al. combination as modified

above discloses the elements of the claimed invention, but fails to explicitly disclose:

(iii) generating duplicate redemption files, wherein a first redemption file is for the

Sponsor and a second redemption file is for the Website.

Humble teaches a coupon validation network with storage of customer coupon

data for credit on future purchases having duplication redemption files, wherein a first

redemption file is for the Sponsor and a second redemption file is for the Website (See

the Abstract, which discusses a first file for all redeemable encoded coupons issued

by all manufacturers (Sponsor) participating in the network, and a second file for all

coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al., De Lapa et al. and

Narayan et al. combination to include duplicate redemption files as taught by Humble in

order to provide accurate records for compensating the Website and for keeping the

Sponsors informed of product sales via coupon usage.

5.   Claims 10 and 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over

Sheddan et al. (2002/0194088), and De Lapa et al. (5,822,735), and further in view of

Hung (US 7,257,545).

As per claim 10, The Sheddan et al. and De Lapa et al. combination

discloses the elements of the claimed invention, but fails to explicitly disclose the

household ID number is part of a UCC/EAN extended 128 barcode.

Hung teaches Configurable electronic redeemable coupon having household ID

number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which

discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al.

combination to include UCC/EAN-128 barcode as taught by Hung in order to promote

high density barcode usage.

As per claim 19, The Sheddan et al. and De Lapa et al. combination

discloses the elements of the claimed invention, but fails to explicitly disclose the

indigenous tracking code is a UCC/EAN extended 128 barcode.

Hung teaches Configurable electronic redeemable coupon having the indigenous

tracking code is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51,

which discusses the signal containing information for generating a UCC/EAN-128

barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddan et al. to include UCC/EAN-128

barcode as taught by Hung in order to promote high density barcode usage.

6.   Claims 11 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Sheddan et al. (2002/0194088), and De Lapa et al. (5,822,735), and Hung (US

7,257,545), and further in view of Narayan et al. (2002/0138348).

As per claim 11, The Sheddan et al. and De Lapa et al. combination

discloses the origin of the coupon by zip (See page 3, paragraph [0037], which

discusses the regional information entered by the participant is a postal ZIP code, and

the software first processes the ZIP code to determine a geographical region and then

processes the geographical region information to determine which coupons are

available),

However the Sheddan et al. and De Lapa et al. combination as applied to claim 9

above fails to explicitly disclose:

printing on said coupon said UCC/EAN extended 128 barcode;

information related to a Sponsor's brand name; an item name; a value of the coupon;

disclaimers and modifiers for the coupon; and product images

Hung teaches Configurable electronic redeemable coupon having household ID

number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which

discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al.

combination to include UCC/EAN-128 barcode as taught by Hung in order to promote

high density barcode usage.

Narayan et al. teaches an electronic coupon system having information related

to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and

modifiers for the coupon; and product images (See page 4, paragraph [0099], which

discusses issuer name (Sponsor), value, associated product set, merchant terms and

conditions, consumer terms and conditions, cash value, etc. An example of a

physical coupon is shown in FIG. 4 with a product image).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al., and De Lapa et al.

combination to include details of the coupon as taught by Narayan et al. in order to

provide a comprehensive set of information to the consumer on the coupon.

As per claim 20, The Sheddan et al. and De Lapa et al. combination

discloses the origin of the coupon by zip (See page 3, paragraph [0037], which

discusses the regional information entered by the participant is a postal ZIP code, and

the software first processes the ZIP code to determine a geographical region and then

processes the geographical region information to determine which coupons are

available),

However the Sheddan et al. and De Lapa et al. combination as applied to claim

19 above fails to explicitly disclose:

printing on said coupon said UCC/EAN extended 128 barcode information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images.

Hung teaches Configurable electronic redeemable coupon having household ID number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al. and De Lapa et al. combination to include UCC/EAN-128 barcode as taught by Hung in order to promote high density barcode usage.

Narayan et al. teaches an electronic coupon system having information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images (See page 4, paragraph [0099], which discusses issuer name (Sponsor), value, associated product set, merchant terms and conditions, consumer terms and conditions, cash value, etc. An example of a physical coupon is shown in FIG. 4 with a product image).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al., and De Lapa et al. combination to include details of the coupon as taught by Narayan et al. in order to provide a comprehensive set of information to the consumer on the coupon.

Conclusion

7.   The prior art made of record and not relied upon is considered pertinent to the

applicant's disclosure.

Ariff, Fauziah B. et al. (US 20020188509) discloses a system and method for

networked loyalty program.

Lawrence, Jay et al. (US 20020116215) discloses a method and system for

administering an on-line fund-raising event.

Aubertin, E et al. (US 20020069108) discloses a Computer network based

fundraising campaign creation for charity organization, involves providing homepage for

fundraising organization and transactional user interface through which potential

supporters support organization.

Von Kohorn; Henry (US 5368129) discloses a Retail facility with couponing.

Laor; Raviv (US 6041309) discloses a Method of and system for distributing and

redeeming electronic coupons.

Costin, William Gilmore IV et al. (US 20020049816) discloses a system and

method for raising funds and establishing user affinity over a distributed network.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Rodney M. Henry whose telephone number is 571-270-

5102. The examiner can normally be reached on Monday through Thursday from

7:30am to 6:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Lynda Jasmin can be reached on 571-270-3033. The fax phone number for

the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published

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Rmh

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